



New Business: Green Certified Company Opens for Business, Partnering With 50+ Year-Old Firm

MASON, OHIO, February 2, 2010 – Focus/FGW, one of the area’s most venerable advertising and marketing groups is partnering with Morris Heating and Cooling to launch Morris Energy Solutions. Focus/FGW will lend its considerable shelter industry marketing expertise to the growth of Morris Energy Solutions. And, in return, Morris Energy Solutions will become a real-world laboratory for testing Focus/FGW’s consumer-based marketing programs.

“We are proud to become a marketing company that truly understands the client-side perspective on consumer sales and marketing organizations. This experience will give Focus/FGW unique insights which will translate into better marketing for all of our consumer-oriented clients. And we will be able to field-test a variety of innovative marketing concepts,” said Kim Sharp, President of Focus/FGW.

Other marketing specialty companies, already a part of Focus/FGW, are Freedman, Gibson and White Advertising, FocusMark Group Database Marketing and B&B Research.

Kevin Hillebrand will be the Morris Energy Solutions General Manager, reporting to Doug Morris, Chief Operating Officer. Kevin’s background includes; Account Manager Time Warner Cable Media, Sales Manager Pella Windows Cincinnati, Vice President of Sales Gilkey Windows.

Morris Energy Solutions provides high-performance and energy-smart products installed by professionals. They will focus on marketing, selling and installation of alternative energy solutions such as, geo thermal, solar and wind related systems; as well as Traditional heating and cooling systems, replacement windows and doors. Among many new window products, they offer Soft-Lite, a triple pane glass with the highest air infiltration rating in the industry.

“I’m excited to have access to the most advanced window system in North America and sister companies who are without peer in areas of consumer marketing,” says General Manager, Kevin Hillebrand, a veteran in the window industry.

Morris Energy Solutions and its sister company, Morris Heating and Cooling, will use Focus/FGW as their advertising agency and marketing strategic partner. Focus/FGW will develop consumer and business sales, lead generation and branding for Morris Energy Solutions and Morris Heating and Cooling.

Morris Heating and Cooling is currently one of Dayton's largest heating and air conditioning firms. Started in 1985 and headquartered in Piqua, Ohio, it is the region's largest distributor of the Carrier product line. According to the 2010 Cincinnati Business Courier's January 2010 Top 25 Largest Home Builders in Cincinnati, Morris Heating and Cooling Incorporated's 2009 calendar year sales would have ranked it among the top 15 largest home builders in the Greater Cincinnati region. From replacement window and patio doors, to heating and cooling, Morris Energy Solutions and Morris Heating and Cooling are now the first and only company in the Midwest that can provide a whole house energy solution.

Morris Energy Solutions is a Green Certified company, based in Deerfield Township, and operating from headquarters at 8833 Chapel Square in Mason, Ohio. Hours of operation are Monday-Friday, 9am to 5pm and Saturday, 10am to 3pm.

Morris Energy Solutions currently employs a staff of four, but will be immediately hiring another eight staffers in sales, service and installation. Morris Heating and Cooling Incorporated has 26 full time employees and plans on hiring an additional six employees, some to work for Morris Heating and Cooling out of the Mason Morris Energy Solutions office. Focus/FGW estimates with the final hiring completed, the total corporate group will employ around 172 employees, up 28.0% versus 2009.